

## SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

  


My Popcorn Kernel Can Be Reached At:

## TIPS FOR SELLING

Help Your Future Leaders Succeed!

- 🕒 Introduce yourself (first name only), where you are from, what you are doing, and close the sale  
*"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"*
- 🕒 Encourage credit sales for higher Reward points  
*"I earn more points when you pay with a credit card."*
- 🕒 Wear your Class A uniform and always say  
*"Thank You."*
- 🕒 Always have an adult present
- 🕒 Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- 🕒 Wagon Sales: Never enter anyone's home
- 🕒 Find repeat customers by checking your Trail's End App order history

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH in person and online average 90% MORE than Scouts that sell only in person, and 5X MORE than those that sell only online!*

- 🕒 **Online Direct:** Sell online & ship directly to customers
- 🕒 **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader  
*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*
- 🕒 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)  
*Did You Know? 2 out of 3 people will buy when asked at their door.*

## TRAIL'S END APP

- 🕒 Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



**DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



**NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!**

[bit.ly/Scout-App-Guide](https://bit.ly/Scout-App-Guide)

## REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 PT PER \$1 SOLD**  
CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**

| POINTS       | GIFT CARD         |
|--------------|-------------------|
| 17,500       | 10% of total sale |
| 15,000       | \$1,250           |
| 12,000       | \$1,000           |
| 10,000       | \$750             |
| 7,500        | \$550             |
| 6,000        | \$450             |
| 5,000        | \$350             |
| 4,000        | \$250             |
| 3,500        | \$200             |
| 3,000        | \$150             |
| 2,500        | \$100             |
| 2,000        | \$70              |
| <b>1,750</b> | <b>\$60</b>       |
| 1,500        | \$50              |
| 1,250        | \$40              |
| 1,000        | \$30              |
| 750          | \$20              |
| 500          | \$10              |

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.



**EARN MORE EASIER!**

[trails-end.com/rewards](https://trails-end.com/rewards)

\*Based on average Council program. May vary in your Council.

## RESOURCES



**SEE WHAT OTHERS ARE SHARING & SAYING NOW!**

[facebook.com/groups/TEScoutParents](https://facebook.com/groups/TEScoutParents)

*Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!*



**NEVER MISS A SALE. LEAVE BEHIND A DOOR HANGER!**

[bit.ly/Door-Sign](https://bit.ly/Door-Sign)



**LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!**

[bit.ly/We-Prefer-Credit](https://bit.ly/We-Prefer-Credit)